## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application of: Woo Sung Lee

Examiner: Nathan C. Uber

Serial No.:

10/599,923

Group Art Unit: 3622

Filed: October 13, 2006

Attorney Docket No.: 56587.43

For: METHOD FOR CONTROLLING

DISPLAY OF KEYWORD

ADVERTISEMENT IN INTERNET

SEARCH ENGINE AND A SYSTEM

**THEREOF** 

Customer No.: 27128

Confirmation No.: 6610

Last Office Action: December 10, 2009

## **AMENDMENT D**

Mail Stop Amendment Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

Sir:

This is *Amendment D* which is presented to supersede *Amendment D*, filed February 12, 2010, and is being filed in response to the Office Action dated December 10, 2009, and the Advisory Action mailed February 24, 2010. Applicant submits the following Amendment and Response with the accompanying Request for Continued Examination documents.

**Amendments to the Claims** are reflected in the listing of claims which begin on page 2 of this document.

Remarks/Arguments begin on page 9 of this document.